

Sports Analytics

Allows sporting organisations to uncover hidden insights to deliver optimal performance when it counts



Cornerstone worked with one of the leading AFL clubs in Australia, having appeared in four consecutive AFL Grand Finals and winning three premierships. Despite their past success, they are always looking for an edge over their competitors. With this in mind, Cornerstone developed a Predictive Injuries solution to help staff identify those athletes most at risk of injury.

In this era of professional athletes and sports, the difference between winning and losing can come down to a few sub-seconds, centimetres or a bit more strength.

Sporting clubs and organisations are looking for new and innovative ways to gain a competitive edge against their competitors. Many organisations have started to use Business Analytics to analyse talent, predict injuries and use mathematics to optimise the performance of their athletes and team.

Cornerstone Sports Analytics offering provides sporting teams and organisations with the additional competitive advantage by collecting, reporting, analysing and uncovering hidden insights across key areas of sporting success.

About Sports Analytics

Sports Analytics is a package that allows organisations to:

- *Collect* and store data on all aspects of team and individual performance
- *Model* and integrate with existing athlete, team and medical systems
- *Report* on key performance indicators (KPIs) across a range of dimensions
- *Analyse* and visualise information to provide a holistic view of performance
- *Predict* key events, such as injuries, before they happen
- *Apply* and distribute insights uncovered to key staff and decision makers

“Modern techniques of sport performance analysis enable the sports scientist, coach and athlete to objectively assess, and therefore improve upon, sporting performance.

They are an important tool for any serious practitioner in sport and, as a result, performance analysis has become a key component of degree programmes in sport science and sports coaching.”

–Peter O’Donoghue

Engage Cornerstone
as your one-stop
shop to design and
deliver analytical
insights to your
organisation

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Sports Analytics can deliver results across a range of areas including:

- Budget & Salary Planning to deliver optimal results
- Talent Lifecycle: Identify, build up and maintain your sporting talent
- Training & Skills: Maximise and customise training sessions along with identifying skills gaps
- Health & Injuries: Predict injuries before they happen and understand key risk factors
- Competitors: Identify trends that will provide a competitive advantage when it counts
- Performance & Results: Identify areas of success by looking at what drives optimal performances and results
- Other: Finance operations, gaming, fan feedback, club memberships, crowd analysis, social media, sponsorship and marketing

Cornerstone Sports Analytics will allow you to:

- Uncover hidden sporting insights
- Optimise your athletes and team to maximise performance
- Visualise and analyse the drivers of good and poor performance
- Challenge and review sporting “myths” to find out what really matters
- Competitive edge over your rivals

